

Perth Aerospace Student Team

February 2025

Brand Guidelines

Logo



Logo

The logo represents the essence of the brand through visual elements that convey its core values.

Brand Guidelines

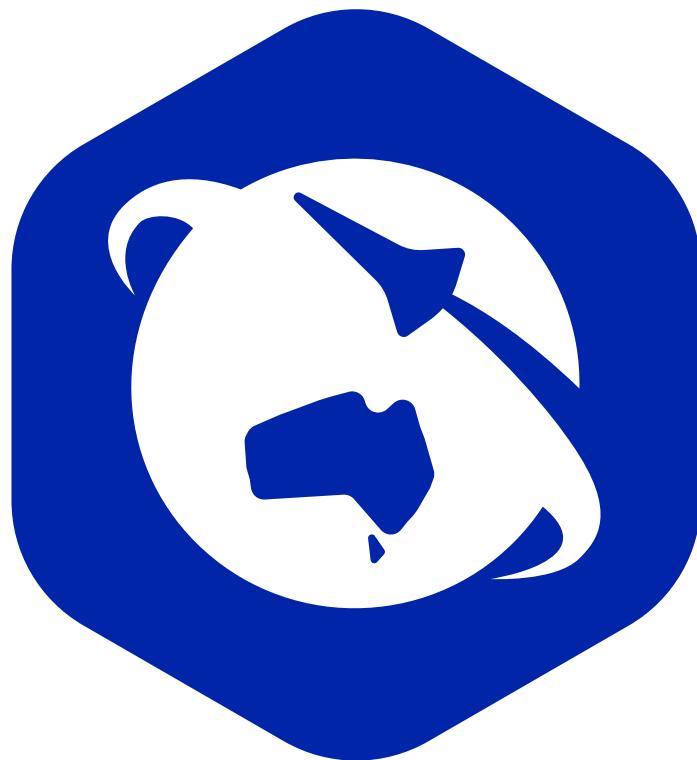


PAST

Logo

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Brand Guidelines



Logomark Design

The cube element represents structure, order, and a strong foundation, reflecting the brand's emphasis on reliability and innovation in a technical or scientific field. It symbolizes the modularity and compactness of Cubesat technology, highlighting the team's expertise in creating sophisticated yet efficient solutions.

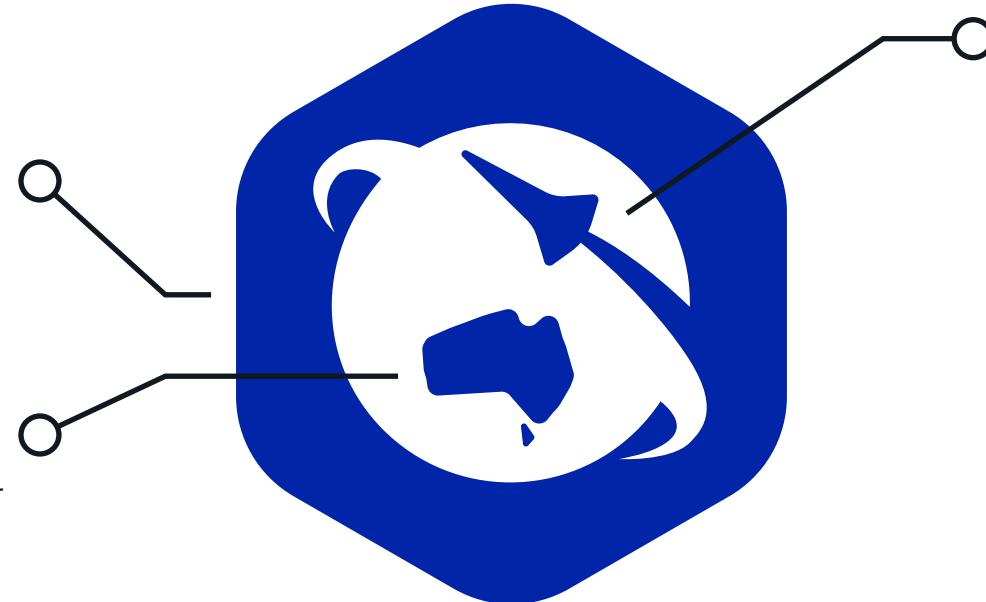
Logo

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Brand Guidelines

The 2D hexagon represents the core of the team's mission; constructing a CubeSat. It has been used as a bounding shape to the inner design to develop negative space and emphasise some of the inner elements. The rounded corners construct better visual cohesion and modernity for the team.

Australia is representative of the Perth aspect of the team – it instantly demonstrates to a viewer where the team is based. Through positioning and scaling, the shape has been placed in order to create symmetrical symmetry across the logo design.



The rocket is symbolic of the aerospace nature of the team. The large trailing lines, which utilise both positive and negative space, illustrate the rocket orbiting around Earth. Furthermore, the direction of the rocket, pointed upwards, is figurative for the team's growth and skill development.

Logo

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Brand Guidelines

Partnership Formatting

The logo design features two team logotype and logomarks, enabling partnership and sponsorship logos to be easily added.

Either the logomark or logotype can be exchanged for the partnership logo. Therefore, both logos will be displayed side-by-side, separated by the divisor. Please see the next page for how to space the logotypes and logomarks.

Please refer to the Partner's Guideline on how to format their logo correctly.



Logo

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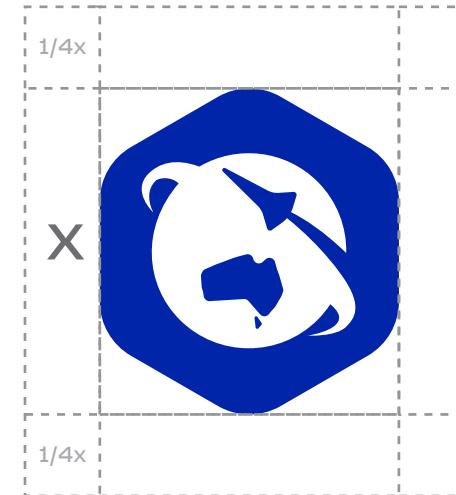
Brand Guidelines

Logo Spacing

Each logotype and mark has their own individual spacing requirements. The hexagonal logo is formatted similarly to a square, so little spacing is required around its edges. Contrastingly, the typography logotype requires a little more spacing.

Following this guideline will ensure both logotypes are clearly visible in a design and are not blocked and/or obstructed by any other elements.

The variations (see next page) follow the same spacing regime.



Logo

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Brand Guidelines

Variations

Alternative versions of the logomarks are available and may be used interchangeably with the primary logomarks and logotypes.

These alternatives include a lighter-weight version, ideal for designs that emphasise white space.

Additionally, an elliptical logomark is provided for a more stylistic and modern touch.



Typography

Primary Typeface

Nohemi

A large, bold, green sans-serif font. It features a thick, rounded 'A' and a lowercase 'a' with a small tail. The letters are set against a white background.

Typography refers to the art and technique of arranging type to make written language legible, readable, and visually appealing when displayed.

Brand Guidelines

Semi-Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01234 56789

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01234 56789

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01234 56789

Secondary Typeface

Typography refers to the art and technique of arranging type to make written language legible, readable, and visually appealing when displayed.

Brand Guidelines

Rethink Sans

A large, bold, green sans-serif font logo consisting of a capital 'A' and a lowercase 'a' stacked vertically. The letters have a clean, modern design with slightly rounded edges and a consistent stroke weight.

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01234 56789

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01234 56789

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01234 56789

Accent Typeface

Typography refers to the art and technique of arranging type to make written language legible, readable, and visually appealing when displayed.

Brand Guidelines

Zt Talk

A large, bold, green sans-serif font logo consisting of a capital 'A' and a lowercase 'a' stacked vertically. The letters are slightly slanted to the right.

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01234 56789

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01234 56789

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
01234 56789

Use of Typography

Use of Typefaces

The primary typeface should be used in most scenarios, such as logos, branding material, presentations etc. The secondary typeface can be used as an alternative to the primary font, or can be paired as an accompanying font. The accent typeface may only be used as a decorative font in special cases.

Typography refers to the art and technique of arranging type to make written language legible, readable, and visually appealing when displayed.

Brand Guidelines

Main Heading
Sub-Heading

Main Heading
Sub-Heading

Main Heading
Sub-Heading

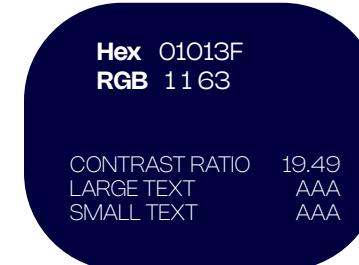
Colour



Colours

Color in Brand Identity refers to the strategic use of specific colors to convey a brand's personality, values, and message to its audience.

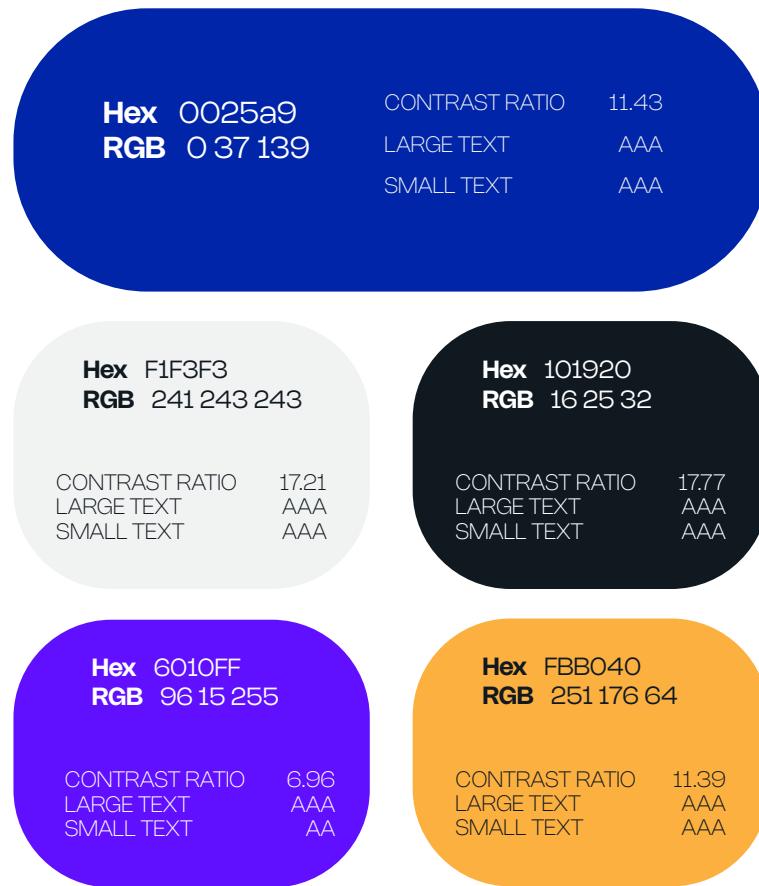
Brand Guidelines



Colours

Color in Brand Identity refers to the strategic use of specific colors to convey a brand's personality, values, and message to its audience.

Brand Guidelines



Primary Colours

Our color palette reflects the spirit and ambition of the team.

The primary colors embody our connection to space and our passion for exploration. The cobalt-blue is symbolic of the night-sky, versatility, and stability of the team. The off-shades of white and black develop a more nuanced and subtle effect of contrast in designs. Lastly, yellow evokes senses of optimism, whilst the violet constructs imagination and mystery.

Colours

Color in Brand Identity refers to the strategic use of specific colors to convey a brand's personality, values, and message to its audience.

Brand Guidelines

Shades & Hues

Variations of the brand colours, such as shades and hues, may be used. However, these should only create colours that blend between the existing palette options.

For example, on the right, the primary green blends with dark navy to form a dark teal, and with off-white to create a light mint.

These adjustments are permitted, but require approval from the Marketing Representative to ensure alignment with the official colour



Tone of Voice

Tone of Voice

Refers to the style and manner which a brand communicates with its audience, shaping emotions conveyed through language.

Brand Guidelines

Usage of Marketing Material

The Perth Aerospace Student Team should speak out to all people, all material made under the team's name should be inclusive, accessible, and symbolic of our goal. All materials produced under the team's name should embrace these values and ensure that the design and messaging are consistent across the board. Following these guidelines ensures we maintain a cohesive and professional identity that resonates with all audiences.

Marketing materials must not be used in ways that are harmful to the team's image or misaligned with our values. If you're unsure about how to correctly apply these guidelines, please reach out to the Branding Representative for guidance.

Your brand's tone of voice is the **personality behind your messaging**. It's how your brand **speaks to your audience** and how your **audience perceives you**. Consistency and clarity in tone are key to building trust and emotional connection.

— Lucia van der Post

Tone of Voice

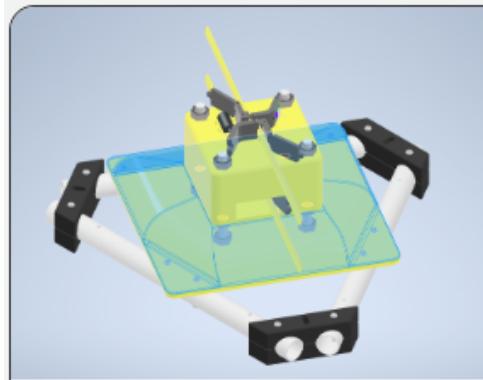
Refers to the style and manner which a brand communicates with its audience, shaping emotions conveyed through language.

Brand Guidelines

Steer Clear of Jargon

The team should use clear, inclusive language that is accessible to all audiences. Using terminology that the general public may not understand can hinder relationship-building and make our work less relatable.

For instance, instead of saying "GNSS", which may be unfamiliar to many, we could simply say "global positioning" or "GPS location" to make the concept easier to understand and foster stronger connections.



HAB Chassis

To test all of our subsystems, we require a frame to be sent up into space. One that replicates the CubeSat structure and doesn't break apart on re-entry.



CubeSat Structure

CubeSats often break when they vibrate at a certain frequency called the 'fundamental frequency'. It's important the chassis is designed so that it remains in tact during a powerful rocket launch.

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Brand Guidelines



Social Media Post (Top Left, and Right), Business Card (Bottom Left), Banner (Middle)

Be Consistent

Maintaining a consistent tone and style across all communication channels is crucial. This ensures that our team is easily recognisable and that the audience knows what to expect. Whether we're communicating on social media, in emails, or on your website, consistency in language, messaging, and visual elements helps build trust and reinforces our brand identity.

Perth Aerospace Student Team

Brand Guidelines